Benchmark Achievement Form

Collateral/Map/Newsletter

Select one of the following:

Benchmark Achievement Anticipated (current) - $500

Benchmark Achieved (past) - $250

Benchmark In Progress **-** EstimatedAchievement Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Benchmark Revisited Due to Significant Changes in District (describe): \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Not Working on Benchmark

Name/Type(s) of Collateral (Map/Newsletter/Other):

Is your district’s collateral consistent with its brand/identity?  Yes  No

Most Recent Number of Materials Printed/Distributed:

Most Recent Number of Ads/Sponsors:

How much revenue does the collateral generate for the association?

Most Recent Number of Participating Businesses (if applicable):

Most Recent Number of Newsletter Subscribers (if applicable):

Is your collateral valued by district businesses as a benefit?  Yes  No

What impact has the collateral had on your district (number of visitors, increased recognition, etc.)?

How does the collateral benefit the diverse types of businesses in your district?

What impact has the collateral had on district business revenue?